RJ Reynolds
Tobacco Company

Robert A. Ridge
Division Sales Manager

7 Colonial Drive
Auburn, NH 03032
603-483-0952
603-483-0983 (FAX)
800-757-8255 EX: 69125#
(Voice Mail)

February 4, 1997

To: Retail Manager and Nashua Division Sales Representatives

Subject: **LEGISLATIVE ISSUES**

Ladies and Gentlemen:

As we discussed last week in our meeting with Susan Mitchell, we have serious issues to address from the federal and state levels of government pertaining to restrictions and taxation. We have to focus upon these issues with a sense of urgency and conviction.

Each of us need to do the following immediately:

Communicate the FDA restrictive proposals with all retail accounts you are contacting. This is important as we become the Category Advisor of the industry. If the restrictions are not enacted today or this year, they will be enacted to some extent in the future. Retailers need to be aware and begin developing plans for their specific locations. We can assist them.

Prepare a list of retail and wholesale customers that would be willing to attend and speak at state legislative hearings. Usually we have a very short notice of such hearings. We need to be prepared.

Personally write and telephone the elected officials not only from your district but also all members of the decision making committee. Solicit the same from your retail and wholesale customers. Explain the severe consequences which will occur without their involvement. We will determine who the players and partners are by their efforts.

51861 6041

Source: https://www.industrydocuments.ucsf.edu/docs/ktvn0000

Write to the Editor of you newspaper. Ask customers and friends to do the same.

Circulate petitions with customers, family and friends. Solicit each retailer to have every adult smoker sign the petition. We will again determine who the players and partners are by their actions and enthusiasm.

Try talk radio.

I am asking each of you to get involved. Our jobs and the company's future is at stake. I personally am not going to allow some liberal politician tax me out of business without a fight. Additionally, we need our customers support. Their involvement is essential in minimizing the damage which could occur.

Please insure you mail me a copy of each letter you write, your customers write and any responses you receive such as newspaper publications and letters from the elected officials.

Advise me of any other efforts you and or your customers have taken as I would like to share best practices throughout the division.

Any and all petitions should be mailed to me. I will forward to Susan Mitchell. Please do not name stamp the petitions as the politicians may use this against us and disregard them.

Your efforts are needed to protect your future.

Sincerely,

Robert

51861 6042

Source: https://www.industrydocuments.ucsf.edu/docs/ktvn0000

I OPPOSE ANY INCREASE IN THE NH CIGARETTE TAX

I AM 21 YEARS OF AGE OR OLDER

NAME	ADDRESS	TELEPHONE NUMBER	DATE OF BIRTH

NHPETIT

51861 6043

Source: https://www.industrydocuments.ucsf.edu/docs/ktvn0000

I OPPOSE ANY VERMONT CIGARETTE TAX INCREASE

I AM 21 YEARS OF AGE OR OLDER

NAME	ADDRESS	TELEPHONE NUMBER	DATE OF BIRTH

VTPETIT 51861 6044

Source: https://www.industrydocuments.ucsf.edu/docs/ktvn0000